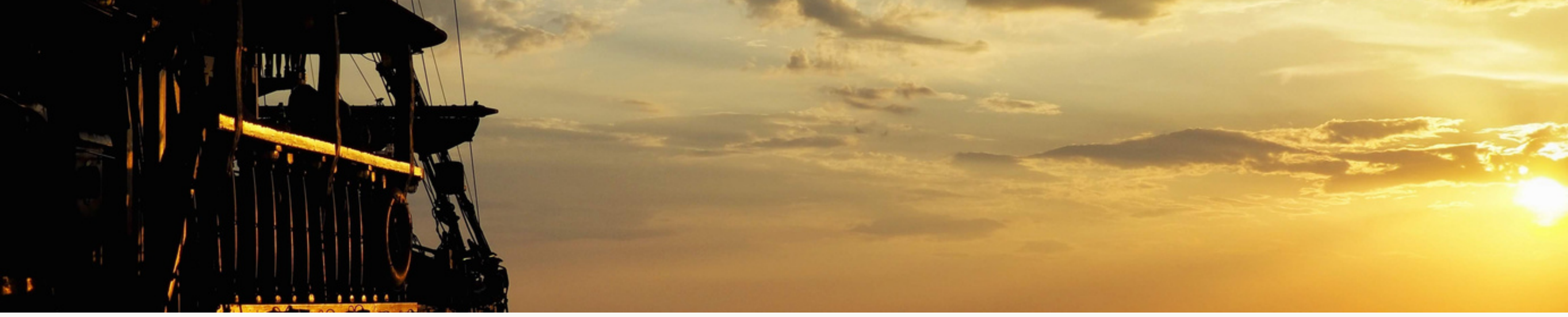

SEAROUTES · CUSTOMER STORY

How to leverage Carbon Data in Freight Negotiations

BASF
We create chemistry

BASF, a global chemicals producer, utilises Searoutes' carbon emission data to drive sustainable procurement decisions in ocean freight negotiations, achieving cost savings whilst advancing their 2050 carbon neutrality commitment through data-driven carrier selection and volume allocation strategies.

WHY SEAROUTES

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Around 60-70% of carriers are working actively with us based on Searoutes' data. It is leading to freight rate savings when correctly applied.

Marko Hahn
Global Logistics Procurement, BASF

SEAROUTES PRODUCTS USED

- Geocoding
- Search
- CO_2 emissions

Challenges

BASF faced difficulties comparing ocean carriers' emissions performance due to inconsistent methodologies and lack of unified carbon calculations. This hindered their ability to make informed, emissions-conscious procurement decisions and leverage sustainability metrics in freight negotiations.

Solutions

BASF implemented Searoutes' GLEC-certified carbon emissions calculations across their global liner shipping procurement process. They utilise vessel and service-specific CO_2 figures on a TEU basis to assess carrier performance, incentivise sustainable practices, and build a portfolio of lower-emission carriers during negotiations.

Benefits

Enhanced Negotiation Position
Credible, market-respected emissions data strengthens BASF's position in freight negotiations, with 60-70% of carriers actively engaging based on Searoutes' transparent methodology.

Cost Reduction Through Sustainability
Strategic volume allocation to lower-emission carriers generates freight rate savings through improved pricing flexibility, directly linking environmental performance to commercial benefits.

Regulatory Compliance Preparation
Clear emissions data enables BASF to challenge EU ETS surcharges and prepare for upcoming regulatory requirements, ensuring accurate cost forecasting and compliance management.